References

Achenreiner, Gwen, Bachman and Roedder, Deborah John (2003). "The Meaning of Brand Names to Children: A Developmental Investigation," Journal of Consumer Psychology, vol.13, No.3, pp. 205-219.

Ahmed, Alamro, Jennifer and Rowley, (2011) "Antecedents of brand preference for mobile telecommunications services", Journal of Product & Brand Management, Vol. 20, No 6, pp.475 – 486.

Ajax, Persaud and Irfan, Azhar, (2012) "Innovative mobile marketing via smart phones: Are consumers ready?", Journal of Marketing Intelligence & Planning, Vol. 30. No. 4, pp.418 – 443.

Albert, Noel, Merunka, Dwight, Vallette-Florence and Pierre (2008). "When Consumers Love Their Brands: Exploring the Concept and its Dimensions," Journal of Business Research, vol.61, No.10, pp.1062-1075.

Androulidakis and Kandus (2011), "Mobile Phone Brand Categorization vs. Users' Security Practices- The Journal of engineering technology and applied science, Vol.1, No. 2, pp. 30-35.

Anne, Martensen, (2007) "Tweens' satisfaction and brand loyalty in the mobile phone market", Young Consumers: Journal of Insight and Ideas for Responsible Marketers, Vol. 8, No. 2, pp.108 – 116.

Arvind, Sahay and Nivedita, Sharma (2010), "Brand Relationships and Switching Behaviour for Highly Used Products in Young Consumers", vikalpa, vol. 35, No. 1, pp 65-81.

Asta, Salmi and Elmira Sharafutdinova, (2008) "Culture and design in emerging markets: the case of mobile phones in Russia", Journal of Business & Industrial Marketing, Vol. 23, No. 6, pp.384 – 394.

Brenda, Mak, Robert C., Nickerson and Henri, Isaac, (2009). "A model of attitudes towards the acceptance of mobile phone use in public places," International Journal of Innovation and Technology Management (IJITM), World Scientific Publishing Co. Pte. Ltd., vol. 6(03), pp. 305-326.

Chu-Mei Liu (2002), "The effects of promotional activities on brand decision in the cellular telephone industry", Journal of product and brand management, vol.11,No.1,pp.42-51.

Fred, Robins, (2003) "The marketing of 3G", Journal of Marketing Intelligence & Planning, Vol. 21, No. 6, pp.370-378

Hande, Kimiloglu, V. Aslihan, Nasir and Süphan, Nasir, (2010) "Discovering behavioral segments in the mobile phone market", Journal of Consumer Marketing, Vol. 27, No.5, pp.401 – 413.

Harsha, de Silva, (2011), "Social Influence in Mobile Phone Adoption: Evidence from the Bottom of the Pyramid in Emerging Asia", USC Annenberg School for Communication & Journalism. Vol. 7, No. 3, pp., 1–18.

Hans, Kasper, Josée, Bloemer, Paul, H., Driessen, (2010) "Coping with confusion: The case of the Dutch mobile phone market", Journal of Managing Service Quality, Vol. 20, No. 2, pp.140 – 160

Heikki, Karjaluoto, Jari, Karvonen et al, (2005), "Factors Affecting Consumer Choice of Mobile Phones: Two Studies from Finland", Journal of Euro marketing, Vol. 14, No.3, pp.37-60.

Jaakko, Sinisalo, Jari, Salo, Heikki, Karjaluoto, and Matti, Leppäniemi, (2007) "Mobile customer relationship management: underlying issues and challenges", Business Process Management Journal, Vol. 13 No. 6, pp.771 - 787

Jonathan, Lee, Janghyuk, Lee and Lawrence, Feick, (2001) "The impact of switching costs on the customer satisfaction-loyalty link: mobile phone service in France", Journal of Services Marketing, Vol. 15 Iss: 1, pp.35 – 48.

Kurt, Matzler, Sonja, Bidmon, Sonja, and Grabner-Kräuter, (2006) "Individual determinants of brand affect: the role of the personality traits of extraversion and openness to experience", Journal of Product & Brand Management, Vol. 15, No. 7, pp.427 – 434.

Luca, Petruzzellis, (2010) "Mobile phone choice: technology versus marketing. The brand effect in the Italian market", European Journal of Marketing, Vol. 44,No.5, pp.610 – 634.

Lynda, Andrews, Judy, Drennan, Rebekah and Russell-Bennett, (2012) "Linking perceived value of mobile marketing with the experiential consumption of mobile phones", European Journal of Marketing, Vol. 46, No. 3/4, pp.357 – 386.

Mehran, Rezvani and Seyed, Hamid, Khodadad, Hoseini ; (2012), "Investigating the Role of Word of Mouth on Consumer Based Brand Equity Creation in Iran's Cell-Phone Market",journal of knowledge management, economics and information technology, vol.2, No.1, pp. 233-248.

Nasr, Azad and Maryam, Safaei (2012),"The impact of brand value on brand selection: Case study of mobile phone selection", management of science letters vol.2, No.4, pp. 1233-1238.

Nasr, Azad, Ozhan Karimi and Maryam Safaei (2012) "An investigation on marketing mix efforts on brand equity: An empirical investigation in mobile phone industry", management of science letters, vol.2, No.4, pp. 1435-1440.

Oyeniyi, Omotayo, Joseph, Abioudun, Abolaji, Joachim (2010) "Switching Cost and Customers Loyalty in the Mobile Phone Market: The Nigerian Experience" business intelligence journal vol.3 No. 1, pp. 111-122.

Pratompong, Srinuan, Mohammad, Tsani Annafari, Erik, Bohlin, (2011) "An analysis of switching behavior in the Thai cellular market", Emerald Group Publishing Limited, Vol. 13, No. 4, pp.61 – 74.

Ramakrishnan, Venkatesakumar, D. Ramkumar and P. Thillai, Rajan, (2008), "Perception of Product Attributes in Brand Switching Behaviour — An Explanation Through Multidimensional Scaling", Journal of management and labour studies, vol.33,No.1, pp. **142-156.**

Rodolfo, Martínez, Gras and Eva Espinar Ruiz (2012) "Teenagers and the information and communication technologies in Spain", journal of OBETS, vol.7, No.1, pp. 109-122.

Sany, Sanuri Mohd. Mokhtar , Ahmed Audu Maiyaki , Norzaini bt Mohd Noor,(2011)," The Relationship Between Service Quality and Satisfaction on Customer Loyalty in Malaysian Mobile Communication Industry", school of doctoral thesis journal, vol.3,No.0,pp.32-38.

Shakir Hafeez , SAF Hasnu(2010)," Customer Satisfaction for Cellular Phones in Pakistan: A Case Study of Mobilink",business and economic research journal,vol.1,No.3,pp. 35-44.

Shibashish, Chakraborty and Kalyan Sengupta (2008)," Study of Relationship of Demographic Factors with Brand Choice and Brand Switching of Customers of Mobile Phone Service Providers in Kolkata", management and labour study,vol.33,No.1,pp.28-52.

Serkan, Aydin, Gökhan, Özer, Ömer, Arasil, (2005) "Customer loyalty and the effect of switching costs as a moderator variable: A case in the Turkish mobile phone market", Journal of Marketing Intelligence & Planning, Vol. 23 No: 1, pp.89 – 103.

Tajzadeh, Namin, A., A., Rahmani Vahid ; Tajzadeh Namin Aidin (2012) , "The Role of Attitudes and Decision Making on Product Choice. Case Study: Cellular Phones",vol.5, no.

The Dream Catchers Group, (2008) " Academy of Marketing Studies" **Vol**: 12 **No**: 2.

Wafa' N. Muhanna , Awatif M., Abu-Al-Sha'r (2009) "University Students' Attitudes towards Cell Phone Learning Environment", international journal of interactive mobile technologies, vol. 3, No. 4, pp. 35-40.

.**Westbrook, Robert A. and Oliver, Richard, L (1991).** "The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction," Journal of Consumer Research, vol.18, No.1, pp.84-91.

Young, Brian (2004). "The Growing Consumer," Journal of Young Consumer, vol. 5, No.4, pp.22-29.